

ACCOMPANYING LABELING: White leaflets entitled "Have a Brighter Future . . . Victorvita The Food Supplement for the Feel of Youth"; pink leaflets entitled "Have a Brighter Future"; and a letter dated 7-20-59, from the Victor Vitamin Co., with a 13-page enclosure.

LIBELED: 5-3-60, E. Dist. Mo.

CHARGE: 403(a)—when shipped, the labeling contained false and misleading representations that all ingredients of the article were either vitamins or minerals which could be digested and absorbed to an amazing extent; that the article was a complete vitamin and mineral food supplement; that the need for vitamin E in human nutrition had not been established; and that the article would promote digestion of proteins and fats.

The article was also alleged to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 6216.

DISPOSITION: 6-6-60. Default—destruction.

27045. Multiple-vitamin capsules. (F.D.C. No. 44414. S. No. 23-003 R.)

QUANTITY: 53 250-capsule and 21 100-capsule btl. at Kansas City, Mo.

SHIPPED: 1-11-60, from Allegan, Mich., by L. Perrigo Co.

LABEL IN PART: (Btl.) "Atkins Daily Ration Multiple Vitamins Each Capsule Supplies Full Daily Requirement of All Essential Vitamins \* \* \* Frederick Atkins, Inc., New York—Distributors."

ACCOMPANYING LABELING: Booklets entitled "Which Vitamins For Whom When" and an advertising mat entitled "Health Vitamins Beauty."

RESULTS OF INVESTIGATION: The dealer had received the booklet and advertising mat from Frederick Atkins, Inc., through whom the article was purchased.

LIBELED: 4-5-60, W. Dist. Mo.

CHARGE: 403(j)—when shipped, the article purported to be and was represented as a food for special dietary uses by reason of its vitamin content and its label failed to bear, as required by regulations, a statement of the proportion of the minimum daily requirement for vitamins A, B<sub>1</sub>, B<sub>2</sub>, C, and niacinamide for children supplied by such food when consumed in a specified quantity during a period of one day.

The libel alleged also that the article and two other articles were misbranded under the provisions of the law relating to drugs, as reported in notices of judgment on drugs and devices, No. 6223.

DISPOSITION: 5-23-60. Default—the articles were delivered to a charitable institution and the advertising mats and booklets were delivered to the Food and Drug Administration.

27046. Protein wafers. (F.D.C. No. 44557. S. No. 29-202 R.)

QUANTITY: 98 btl., each containing 300 wafers, at Council Bluffs, Iowa, in possession of Dwarfies, Inc.

SHIPPED: 9-25-57, from Los Angeles, Calif.

LABEL IN PART: (Btl.) "Miss Physical Fitness' Dixie Q Balanced Hi Protein Wafers \* \* \* Eat Like Candy! Lemon and Malt Flavors \* \* \* Internationally Chosen 'Miss Physical Fitness' \* \* \* Each 12 Wafers Contain: % Adult MDR Thiamine (vitamin B-1) 2.0 mgm. 200% Riboflavin (vitamin

B-2) 2.5 mgm. 208% Pyridoxine HCl (B-6) 1.0 mgm. \* \* \* Vitamin B-12 (cobolamin conc.) 3.0 mcgm. \* \* \* Niacinamide 10.0 mgm. 100% Calcium Pantothenate 2.0 mgm. \* \* \* Vitamin E (dl-A-Tocopheryl acid succinate) 6.0 Int. Units \* \* \* Need in human nutrition not established. \* \* \* Packed by Vitamin Div. Dwarfies Corp. Council Bluffs, Iowa."

RESULTS OF INVESTIGATION: The article was shipped in bulk drums as described above and after its receipt at Council Bluffs, Iowa, was repacked by Dwarfies, Inc., into the bottles described above.

LIBELED: 5-5-60, S. Dist. Iowa.

CHARGE: 403(a)—while held for sale, the statement on the label of the article "Balanced Hi Protein Wafers" was false and misleading as applied to a product which was not a balanced dietary supplement and would not supply a significant amount of protein to the ordinary mixed diet, and the statement on the label of the article "Vitamin E \* \* \* need in human nutrition has not been established" was false and misleading since the need for vitamin E in human nutrition has been established; and 403(j)—the article purported to be and was represented for special dietary uses by reason of its dietary properties and its label failed to bear, as required by regulations, a statement of the percent by weight of fat and available carbohydrates in such food, and the number of available calories supplied by a specified quantity of the article.

The article was alleged also to be misbranded under the provisions of the law applicable to drugs, as reported in notices of judgment on drugs and devices, No. 6232.

DISPOSITION: 6-7-60. Default—destruction.

27047. Lecithin granules. (F.D.C. No. 44252. S. No. 53-491 P.)

QUANTITY: 2 200-lb. drums and 80 11-oz. ctns. at Los Angeles, Calif., in possession of Glo-Vita Corp.

SHIPPED: Between 9-29-59 and 12-10-59, from Chicago, Ill.

LABEL IN PART: (Ctn.) "Big 'B' Pure Lecithin Granules Big 'B' Pure Lecithin is a natural, pleasant tasting food product extracted from soybeans \* \* \* Two tbsp. of Big 'B' Pure Lecithin supply over 500 mg. each of Choline and Inositol and 450 mg. Phosphorus, 60% of the minimum daily requirement. Also contains poly-unsaturated fats (linoleic and linolenic). \* \* \* Big 'B' Health Foods, 6001 Whittier Blvd. Los Angeles 22, Cal. \* \* \* The Billion Dollar Meal."

ACCOMPANYING LABELING: A number of loose carton labels.

RESULTS OF INVESTIGATION: The article was shipped in bulk drums as described above and after receipt by the dealer a portion of the article was repacked into the above-mentioned cartons. Analysis showed that the article contained approximately 80 percent of the declared amount of phosphorus.

LIBELED: 2-26-60, S. Dist. Calif.

CHARGE: 402(b)(1)—while held for sale, a valuable constituent, phosphorus, had been in whole or in part omitted or abstracted from the article; 403(a)—the carton label statement "Two tbsp. of Big 'B' Pure Lecithin supply \* \* \* 450 mg. Phosphorus" was false and misleading as applied to the article which contained less than the declared amount of phosphorus; the label statements "Excellent Health Foods Supplement," "Another of the Famous Big 'B' Health Foods," "The Billion Dollar Meal," and the vignette depicting use of the article